TYPES OF INSTAGRAM ACCOUNTS

There are **3.5 distinct types** of Instagram accounts
that you can start

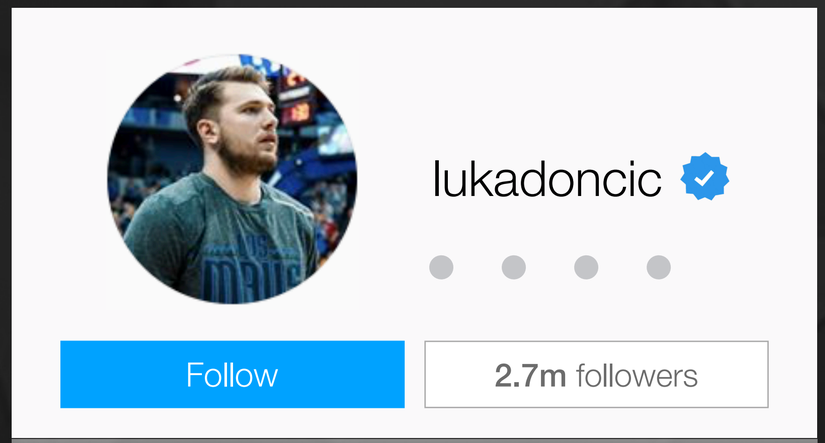
Account Types:

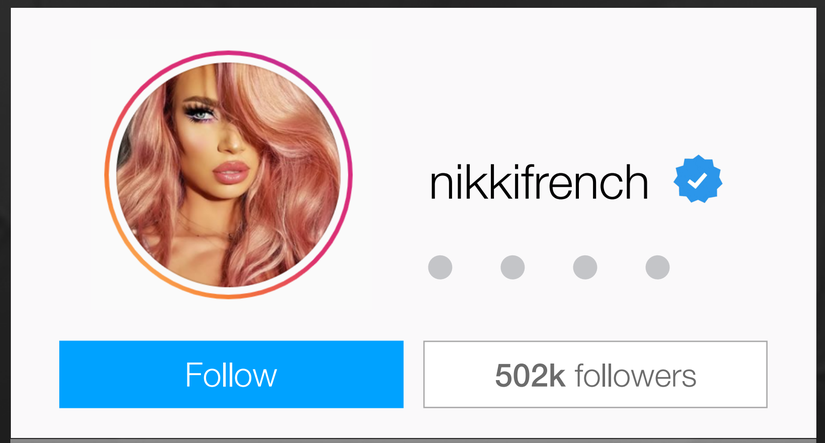
1. Personality
2. Brand
3. Themed
3.5 Hybrid

Personality

You are the face and focus

Content Type: About **you**, personal

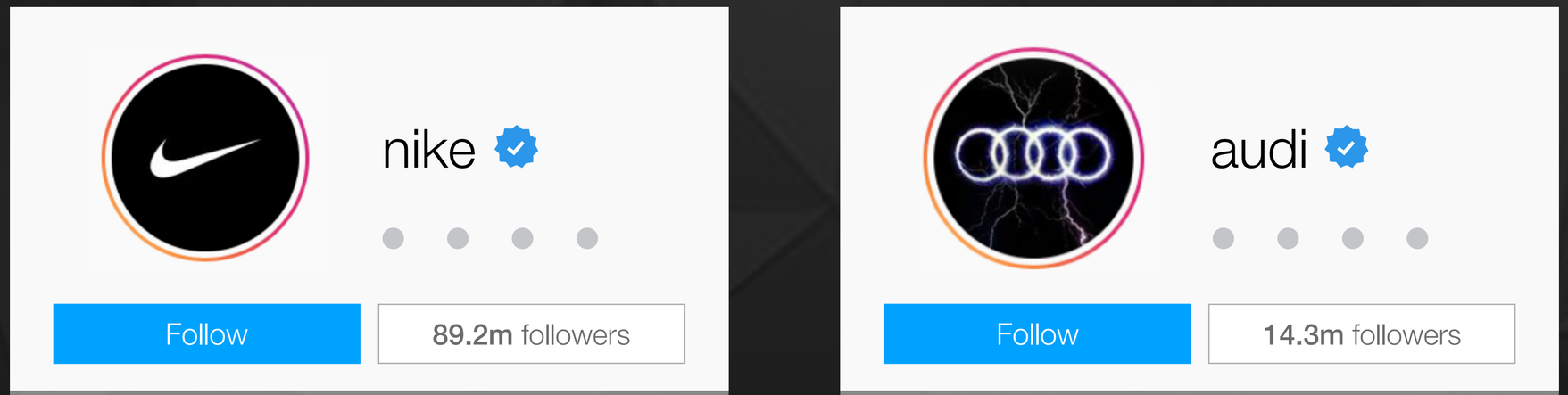




Brand

Your brand and products are the face and focus

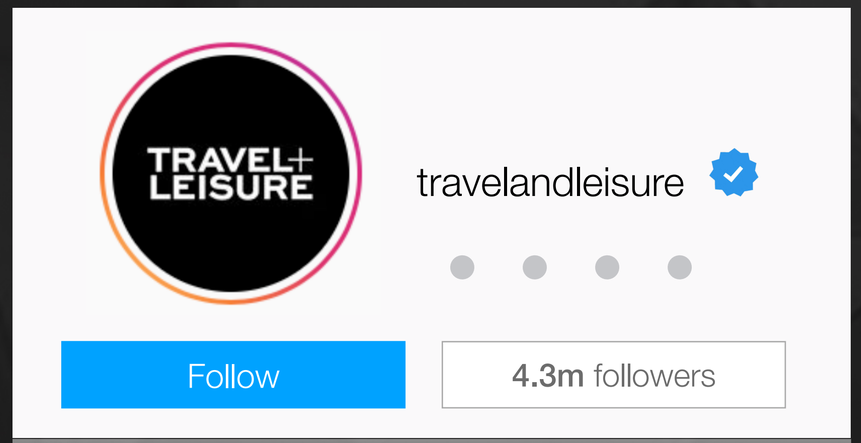
Content Type: About your **niche**, **brand** and **product**

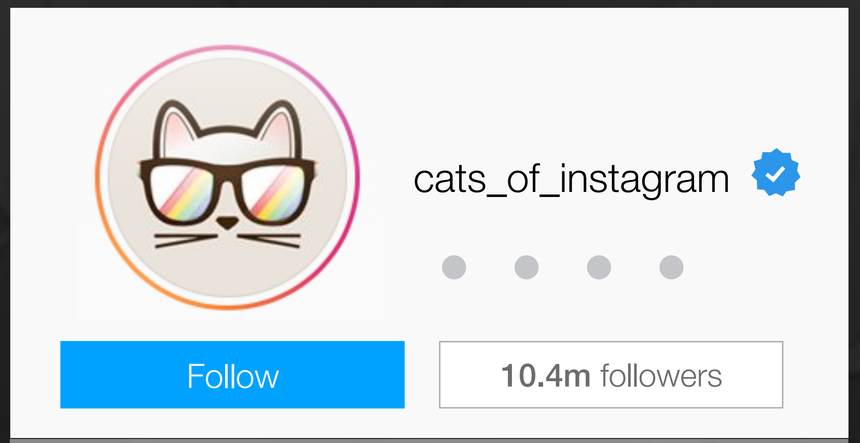


Themed

An overall consistent theme is the focus

Content Type: Anything about your **theme** or **trend**

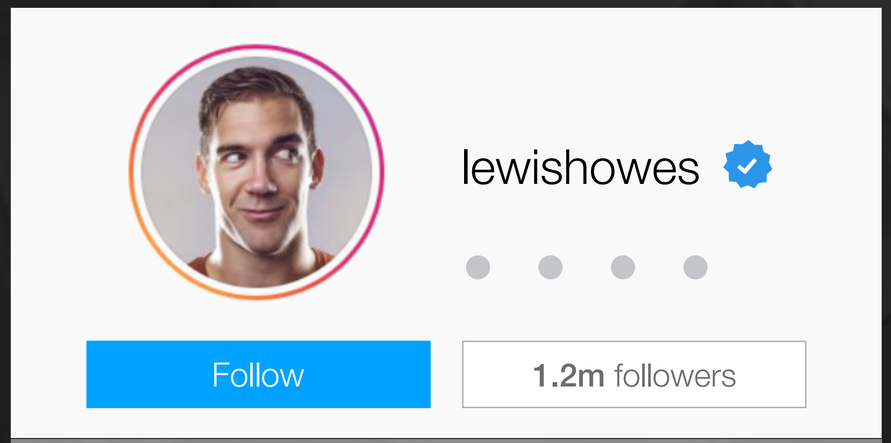


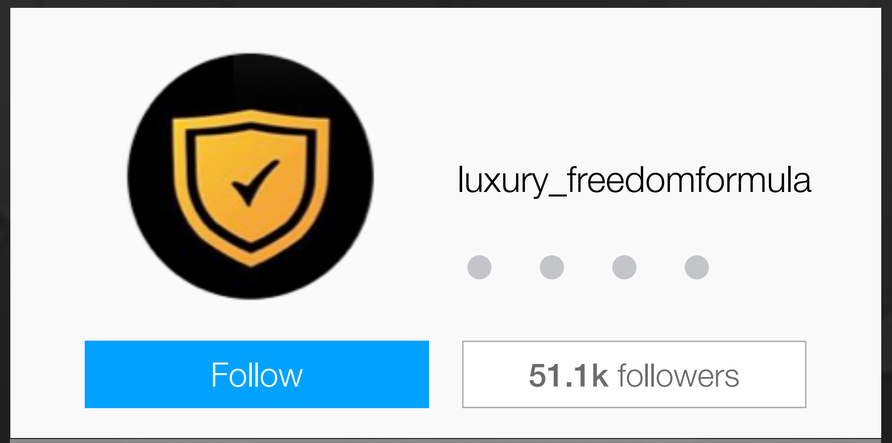


Hybrid

A blend of any of the previous 3 account types

Content Type: A mixture





What is the **Value** of an Instagram account?

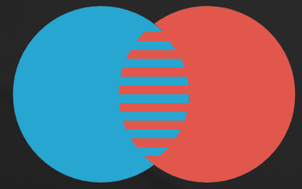
Each type of account serves a different purpose and will have different **strengths** and **weaknesses**

To choose what kind of account type you need, you must decide on the type of **value** you want to create.

The **value** is how much **money** you can make from the account

Selling Products

Selling Advertising Space



Affiliating

What determines **how much** money you can make from an Instagram account?

Followers

How many people follow your account

Reach

How many of your followers see your content

Affinity

How many followers take action (eg. your CTA)

	Followers	Reach	Affinity	PPV
A	1M	10% 100K	0.2%	**200** purchases ($10) = **$2000**
B	1M	20% 200K	1%	**2000** purchases ($10) = **$20,000**
C	50K	10% 5K	7%	**350** purchases ($10) = **$3500**

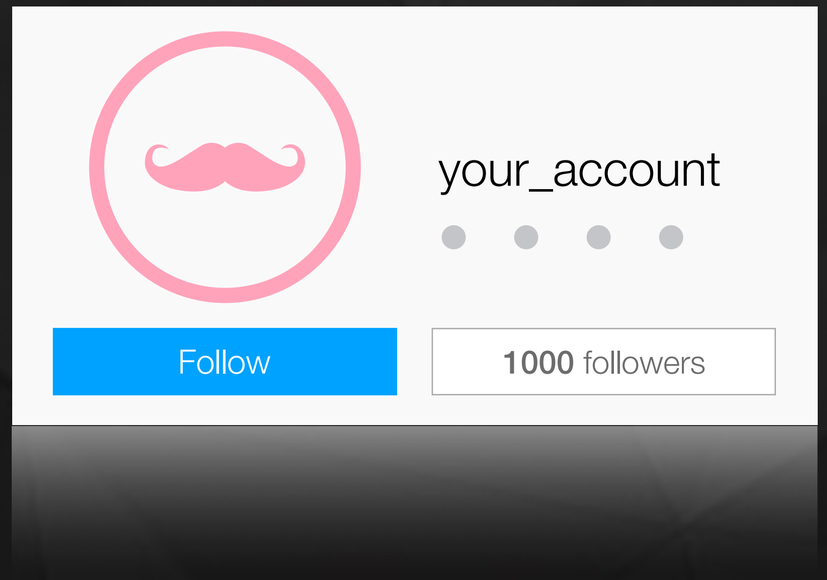
Account Types:

1. Personality
2. Brand
3. Themed
3.5 Hybrid

	Account Type	Followers	Reach	Affinity
1	Personal	7	7	9
2	Brand	6	6	10
3	Themed	10	10	2
3.5	Hybrid	?	?	?

CHOOSE YOUR TYPE!

	Account Type	Followers	Reach	Affinity
3.5	Hybrid	9	9	9

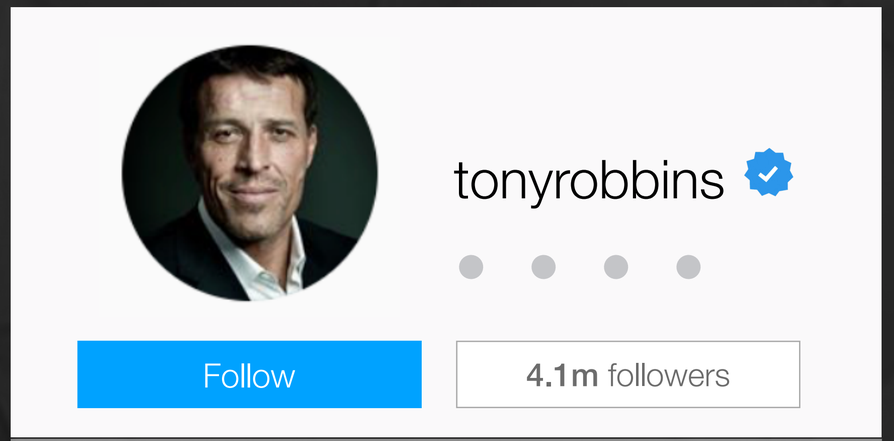


Turning your account into a **Hybrid** allows you get the best of all 3 account types at all times!

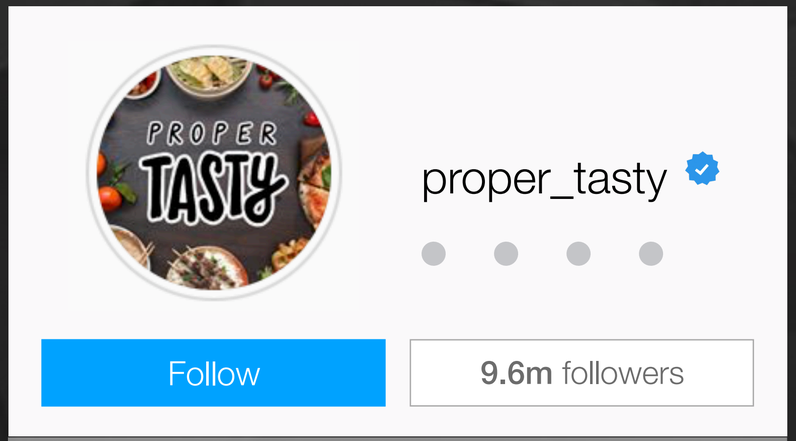
Business account

Posts viral themed content

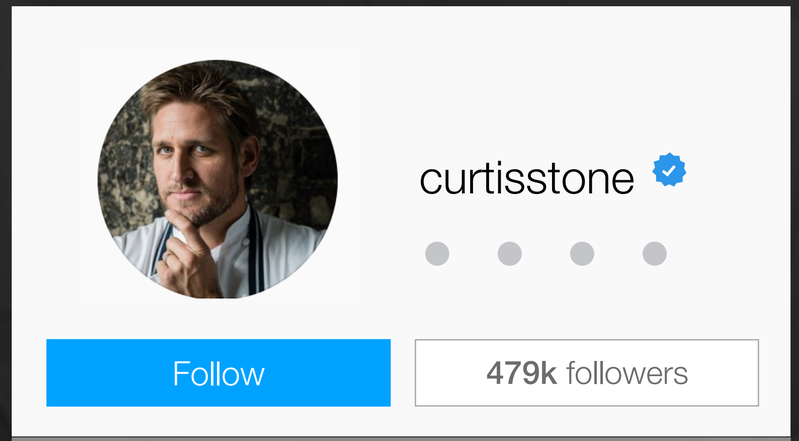
Face / personality on stories



Parallel Account



HIGHER: Followers / Reach
LOWER: Affinity



HIGHER: Affinity
LOWER: Followers / Reach